

## Interview Summary

Application No.

09/589,266

Applicant(s)

DWORKIN, BARRY

Examiner

Donald L. Champagne

Art Unit

3622

All participants (applicant, applicant's representative, PTO personnel):

(1) Donald L. Champagne, Examiner.

(3) \_\_\_\_\_

7/17/03 4:45 PM 67 (DSC)

(2) Aaron T. Borrowman, Esq.

(4) \_\_\_\_\_

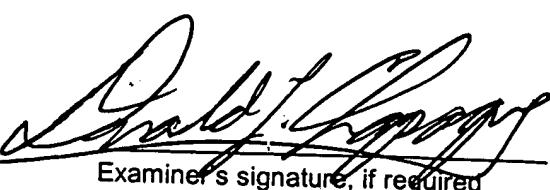
by fax  
818-340-2851Date of Interview: 22 August 2003Type: a)  Telephonic b)  Video Conference  
c)  Personal [copy given to: 1)  applicant2)  applicant's representative]Exhibit shown or demonstration conducted: d)  Yes  
If Yes, brief description: \_\_\_\_\_e)  No.Claim(s) discussed: Proposed 4-14.Identification of prior art discussed: N/A.Agreement with respect to the claims f)  was reached. g)  was not reached. h)  N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: Atty. Borrowman submitted the attached draft claims, which would completely supplant the three claims originally filed. Examiner noted that these claims were clear, without obvious 112 problems, and could therefore be readily examined against the prior art. Examiner and atty. agreed that the submission of this amendment would make the last Office action moot.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN ONE MONTH FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.



Donald L. Champagne  
Examiner's signature, if required

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**FAX COVER SHEET**

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**FAX NUMBER TRANSMITTED TO: 703 746-5536****DATE:** August 19, 2003**TO:** Examiner: Donald L. Champagne**FROM:** Aaron T. Borrowman**RE:** Our Docket No. DWORK-44428  
Application No. 09/589,266**Number of pages being sent, including cover sheet:** 6**MESSAGE:**

\*\* INCLUDING COVER SHEET. IF YOU DO NOT RECEIVE ALL PAGES, PLEASE TELEPHONE  
US IMMEDIATELY AT (818) 347-7900.

PATENTIN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of ) Group Art Unit: 3622  
Barry Dworkin )  
Serial No. 09/589,266 ) Examiner: Donald L. Champagne  
Filed: ) Docket No.  
For: BUSINESS CARD ) DWORK-44428  
ADVERTISING METHOD )  
 )

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DRAFT PROPOSED AMENDMENT

Examiner Donald L. Champagne  
Fax No. 703-746-5536  
MS: Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir:

In response to an Office Action dated May 31, 2003, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 5 of this paper.

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

**1-3 Cancelled**

4. (New) A multi-purpose card, comprising:  
a business card having issuing business or individual identifying indicia thereon;  
multiple participating vendor web-site addresses printed on the business card;  
vendor promotion discount indicia printed on the business card to be redeemed at the respective web-site addresses; and  
a promotion code printed on the business card, whereby a holder of the business card is able to access a participating vendor web-site address printed on the business card, enter the promotion code at the web-site and receive the vendor promotion discount.

5. (New) The multi-purpose card of claim 4, wherein the business or individual identifying indicia includes information selected from the group consisting of: business or individual telephone number, business or individual mailing address, business or individual e-mail address, and business or individual name or identifying logo.

6. (New) The multi-purpose card of claim 5, wherein the multiple participating vendor web-site addresses are printed on an opposite side of the card as the business or individual identifying indicia.

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RESPONDR

7. (New) A multi-purpose card, comprising:  
a greeting card having artwork and message indicia printed  
thereon;  
multiple participating vendor web-site addresses printed on the  
greeting card;  
vendor promotion discount indicia printed on the greeting card to  
be redeemed at the respective web-site addresses; and  
a promotion code printed on the greeting card, whereby a holder of  
the greeting card is able to access the at least one web-site address of  
the at least one participating vendor, enter the promotion code at the web-  
site and receive the vendor promotion discount.

8. (New) The multi-purpose card of claim 7, wherein the  
participating vendor web-site addresses are printed on a face of the card  
not having the artwork or message printed thereon.

9. (New) A method for encouraging retention of business or  
greeting cards and simultaneously increasing visits to participating web-  
sites, the method comprising the steps of:  
providing a multi-purpose card in the form of business or a greeting  
card;  
printing a list of participating vendor web-site addresses and  
associated promotional discount indicia on the business or greeting card;  
printing a promotional code on the business or greeting card;  
using a computer network to access a participating vendor web-site  
using the vendor web-site address printed on the business or greeting  
card; and  
entering the promotional code on the business or greeting card at  
the web-site to obtain the promotional discount.

10. (New) The method of claim 9, wherein the business card  
includes business or individual identifying indicia selected from the group

consisting of: business or individual telephone number, business or individual mailing address, business or individual e-mail address, and business or individual name or identifying logo.

11. (New) The multi-purpose card of claim 10, wherein the web-site addresses of the participating vendors are printed on an opposite side of the card as the business or individual identifying indicia.

12. (New) The method of claim 9, wherein the greeting card includes artwork and a message.

13. (New) The method of claim 12, wherein the web-site addresses of the participating vendors are printed on a face of the greeting card not having the artwork or message printed thereon.

**REMARKS/ARGUMENTS**

Applicant, through his undersigned attorney, submits the foregoing new claims to be substituted for the originally filed claims. The undersigned would like the opportunity to discuss these proposed claims with the Examiner at the Examiner's earliest convenience as Applicant's attorney believes that the previously cited references have no bearing on the newly submitted claims.

Respectfully submitted,

KELLY BAUERSFELD LOWRY & KELLEY, LLP



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